

ORDER



WKYC

Orders	Order / Rev:	<u>706616</u>		
	Alt Order #:	<u>06278681</u>		
	Product Desc:	<u>OBAMA FOR AMERICA</u>		
	Estimate:	<u>1536</u>		
	Flight Dates:	<u>09/11/12 - 09/17/12</u>		
	Original Date / Rev:	<u>08/29/12 / 08/29/12</u>		
	Order Type:	<u>Political</u>		
Agency	Name:	<u>Greer Margolis Mitchell/ Pol</u>		
	Buying Contact:	<u></u>	Billing Type:	<u>Cash</u>
	Billing Contact:	<u></u>	Billing Calendar:	<u>Broadcast</u>
		<u>3050 K St NW</u>	Billing Cycle:	<u>WEEKLY</u>
		<u>Washington, DC 20007</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Obama/D/President</u>		
	Demographic:	<u>A35+</u>	New Business Thru:	<u></u>
	Product Codes:	<u>PL-Presidential,Political,PL-Federal</u>	Order Separation:	<u>00:15:00</u>
	Priority:	<u>P-5</u>	Advertiser External ID:	<u></u>
	Revenue Codes:	<u>AGY, GEN, POL</u>	Agency External ID:	<u></u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/10/12	09/16/12	152	\$156,350.00	\$132,897.50	September 2012	177	\$193,050.00	\$164,092.50	0.00
09/17/12	09/23/12	25	\$36,700.00	\$31,195.00	Totals	177	\$193,050.00	\$164,092.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Order Share

Class/Share	Share	Total
WKYC	32%	\$193,050.00
Market	100%	\$603,281.25

Competitive Share

CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$126,689.06
WJW	30%	\$180,984.38
WOIO	15%	\$90,492.19
WUAB	2%	\$12,065.62

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKYC	09/12/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$200.00		0.00			
N 5	WKYC	09/12/12	09/14/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--WTF--	:30	4	\$375.00	P-5	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$375.00		0.00			
6	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$200.00		0.00			
N 7	WKYC	09/12/12	09/14/12	Last Call Last Call w/Carson Daly	CM	135a-205a	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$200.00		0.00			
N 8	WKYC	09/12/12	09/14/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	4	\$300.00	P-5	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$300.00		0.00			
N 9	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	6	\$350.00	P-5	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6				\$350.00		0.00			
N 10	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	6	\$450.00	P-5	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6				\$450.00		0.00			
N 11	WKYC	09/12/12	09/14/12	M-F 430a-5a 430a News	CM	430a-5a	--WTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$100.00		0.00			
N 12	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	8	\$350.00	P-5	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		8				\$350.00		0.00			
N 13	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	5	\$700.00	P-5	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		5				\$700.00		0.00			
N 14	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$1,800.00	P-5	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6				\$1,800.00		0.00			
N 15	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	8	\$800.00	P-5	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		8				\$800.00		0.00			
N 16	WKYC	09/12/12	09/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	6	\$2,800.00	P-5	0.00	NM	6	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6				\$2,800.00		0.00			
N 17	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,800.00	P-5	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6				\$1,800.00		0.00			
N 18	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	16	\$800.00	P-5	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		16				\$800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WKYC	09/12/12	09/14/12	M-F 7-9a Today Show	CM	7a-9a	--WTF--	:30	16	\$800.00	P-5	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		16				\$800.00		0.00			
N19	WKYC	09/12/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WTF--	:30	4	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$1,200.00		0.00			
N20	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Show II	CM	9a-10a	--WTF--	:30	8	\$400.00	P-5	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		8				\$400.00		0.00			
N21	WKYC	09/12/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFS-	:30	7	\$1,800.00	P-5	0.00	NM	7	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTFS-		7				\$1,800.00		0.00			
N22	WKYC	09/14/12	09/14/12	Fri Prime C	CM	10-11p	---F--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---		1				\$3,000.00		0.00			
N23	WKYC	09/14/12	09/14/12	Fri Prime B	CM	9-10p	---F--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---		1				\$3,000.00		0.00			
N24	WKYC	09/17/12	09/17/12	Mon Prime Other	CM	Various	M-----	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$10,000.00		0.00			
N25	WKYC	09/15/12	09/16/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su	-----SS	:30	2	\$1,800.00	P-5	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----SS		2				\$1,800.00		0.00			
N26	WKYC	09/15/12	09/15/12	Sat 1030a-11a	CM	Sat 1030-11a	-----S-	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$250.00		0.00			
N27	WKYC	09/15/12	09/15/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
N28	WKYC	09/15/12	09/15/12	Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
N29	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		2				\$800.00		0.00			
N30	WKYC	09/15/12	09/15/12	Sat 9-1030a	CM	9a-1030a	-----S-	:30	3	\$800.00	P-5	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		3				\$800.00		0.00			
N31	WKYC	09/15/12	09/15/12	Sat Prime B	CM	9-10p	-----S-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$1,200.00		0.00			
N32	WKYC	09/16/12	09/16/12	Meet the Press	CM	1030a-1130a	-----S	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$3,500.00		0.00			

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N32	WKYC	09/16/12	09/16/12	Meet the Press	CM	1030a-1130a	-----S	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
				Meet the Press											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$3,500.00		0.00			
N33	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
				Browns Pre-Game Huddle											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$1,800.00		0.00			
N34	WKYC	09/16/12	09/16/12	Su 12-1230p	CM	12-1230p /Su	-----S	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
				Channel 3 News at Noon Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$400.00		0.00			
N35	WKYC	09/16/12	09/16/12	5A-530A	CM	5a-530a	-----S	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
				Hometime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$250.00		0.00			
N36	WKYC	09/16/12	09/16/12	530A-6A	CM	530a-6a	-----S	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
				America's Black Forum											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$250.00		0.00			
N37	WKYC	09/16/12	09/16/12	NFL Pregame Show	CM	NFL Pre-Game	-----S	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				NFL Pre-Game		(7:00 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$2,000.00		0.00			
N38	WKYC	09/16/12	09/16/12	NFL Pregame Show	CM	NFL Pre-Game	-----S	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				NFL Pre-Game		(7:00 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$2,000.00		0.00			
N39	WKYC	09/16/12	09/16/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	2	\$6,500.00	P-5	0.00	NM	2	\$13,000.00
				NFL Football		(8:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		2				\$6,500.00		0.00			
N40	WKYC	09/16/12	09/16/12	SUN TDY	CM	8a-9a	-----S	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
				NBC Today Show (Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		2				\$800.00		0.00			
N41	WKYC	09/16/12	09/16/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	3	\$800.00	P-5	0.00	NM	3	\$2,400.00
				Channel 3 News Sun 9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		3				\$800.00		0.00			
N44	WKYC	09/12/12	09/12/12	Wed Prime A	CM	8-9p	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Wed Prime A		(8:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$2,500.00		0.00			
N45	WKYC	09/12/12	09/12/12	Wed Prime C	CM	10-11p	--W----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
				Wed Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$3,500.00		0.00			
N46	WKYC	09/17/12	09/17/12	Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$500.00		0.00			
N47	WKYC	09/17/12	09/17/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$250.00		0.00			
N48	WKYC	09/17/12	09/17/12	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$1,200.00		0.00			

Order / Rev: 706616
Alt Order #: 06278681
Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
Product Desc: OBAMA FOR AMERICA
Estimate: 1536

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WKYC